|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **10** | | **8** | | **6** | | **4** |
| **Promoters Company Name & Logo** | Includes Company Name, Logo and rationale for choosing | | Includes Company Name and Logo but lacks complete rationale | | Includes Company Name and Logo but no rationale | | Missing company name or logo |
| **Name of Tour** | Creative name of tour that reflects the personality of the artists or purpose of tour | | Creative name of tour but does not reflect the personality of the artists or purpose of tour | | Tour name is not original | | Missing tour name |
| **Artists and pictures** | Includes artist(s) name and several pictures and logos | | Includes artist(s) name and 1-2 pictures and logos | | Includes artist(s) name and a pictures or logos | | Includes artist(s) name but missing pictures and logos |
| **Brief history** | History of the band is thorough and complete | | History of the band is somewhat complete | | History of the band is skeletal at best | | Missing history of the band |
| **Tour Rider & Accomodations** | Lodging with pictures and rates are shown as well as the group rider | | Lodging with rates are shown as well as the group rider | | Lodging with rates are shown missing the group rider | | Missing crucial lodging information as well as the the group rider |
| **Target Market & Price** | A complete target market is detailed along with ticket price and design | | A complete target market is detailed along with ticket price - no ticket design | | A complete target market is detailed missing ticket price and design | | Target market is incomplete and ticket price or design is lacking |
| **Place & Sponsor** | All venue details are listed as well as 10 sponsors | | All venue details are listed as well as 8 -9 sponsors | | Missing some venue details. 6 - 7 sponsors are listed | | Missing venue details and several sponsors |
| **Stage Design & Promotion** | Describe how sponsors will be showcased around stage, four slides outlining promotional advertising campaign are shown | | Describe how sponsors will be showcased around stage, 2- 3 slides outlining promotional advertising campaign are shown | | Describe how sponsors will be showcased around stage, 1 slide outlining promotional advertising campaign are shown | | Missing stage design and or four slides outlining promotional advertising campaign |
| **Originality** | Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way. | | Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way. | | Presentation shows an attempt at originality and inventiveness on 1-2 Slides | | Presentation is a rehash of other people's ideas and/or graphics and shows very little attempt at original thought. |
| **Overall Impression & Comments** |  | |  | |  | |  |
| **Total Points Awarded for Content** | | | | | | |  |
| **Oral Presentation Content** | | Shows a full understanding of the topic. | | Shows a good understanding of the topic. | | Shows a limited understanding of parts of the topic. | Does not understand the topic very well. |
| **Oral Presentation Quality** | | Excited, active engagement with audience throughout the presentation. No reliance on notes or slides. | | Often engaged with audience. Rarely reads notes / slides. | | Limited engagement with audience. Often reads notes / slides. | No engagement with audience. Always reads notes / slides. |
| **Total Points Awarded for Presentation** | | | | | | |  |

**Concert Promotion Project Rubric**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**